D. Kuehr-McLaren et al. Application No. 10/706,465



REPLACEMENT SHEET

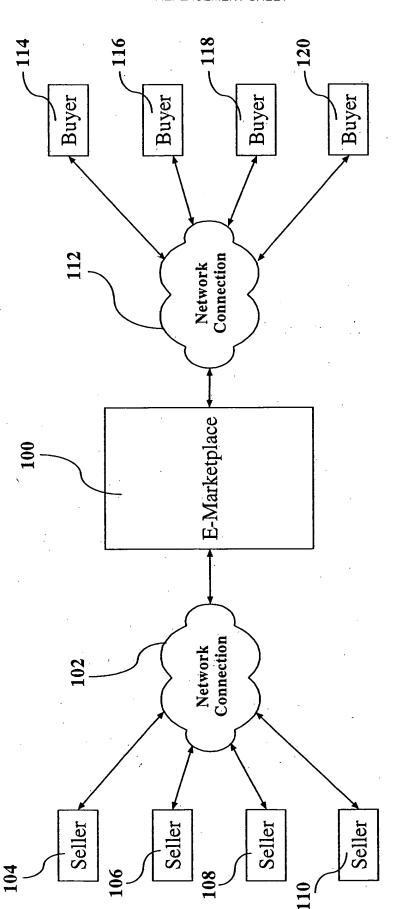


Figure 1

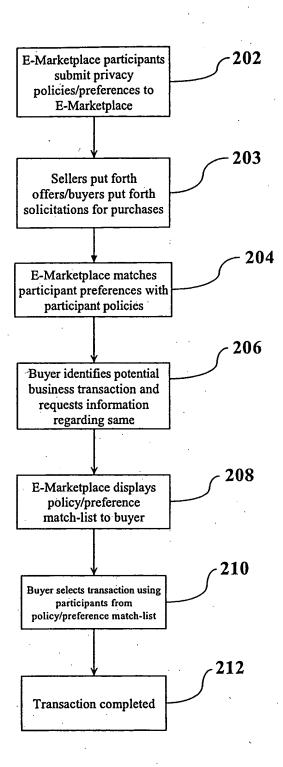


Figure 2

	Buyer Privacy Preferences	Prefer	suces
Can E-Marketplace Partic Sell Your Email Address?	larketplace Participants r Email Address?		Yes No Don't Care
Can E-Marke Send You Sel Advertising?	Can E-Marketplace Participants Send You Seller-Originated Advertising?		Yes No Don't Care
Can E-Marke Share Your I With Others	Can E-Marketplace Participants Share Your Demographic Data With Others?		Yes No Don't Care
· · · · · · · · · · · · · · · · · · ·	XOXIX OXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	(HADKOKOKOKOKOKOKOKOKOKOKOKOKOKOKOKOKOKOKO	O KO KARANDA O KANANDA O K

	ies	Yes No	Yes No	Yes No	
12 - 20 FEET	ıcy Polic				
Program - Unitiled 1 <u>Western Western Western Western New III</u> [] [本] [四] [本] [四] [本] [100% [3]	Unitled File 1 Seller 01 Privacy Policies	Will You Sell the Email Address of E-Marketplace Participants?	Will You Send Seller-Originated Advertising to E-Marketplace Participants?	Will You Share Demographic Data of E-Marketplace Participants With Others?	

	v Policies	✓ Yes No	✓ Yes No	Ves No	
<u>Went</u> Werth Went Can Can	Seller 02 Privacy Policies	Will You Sell the Email Address of E-Marketplace Participants?	Will You Send Seller-Originated Advertising to E-Marketplace Participants?	Will You Share Demographic Data of E-Marketplace Participants With Others?	Property 31 Water 21 Alexander 25 Alexander
Program - Untitled 1 Menn Menn Ment Ment L			\(\frac{1}{2}\)	·	*Elopathy and a tropathy 2号

	licies	Yes No	Yes No	Yes No	
	rivacy Po	D D	図口	<u> </u>	
Metric Vicinity Vicinity Vic	Seller 03 Privacy Policies	Will You Sell the Email Address of E-Marketplace Participants?	Will You Send Seller-Originated Advertising to E-Marketplace Participants?	Will You Share Demographic Data of E-Marketplace Participants With Others?	
Ment West West Ment North					

		Price per Unit	\$10	∞ 1 ∞ 0	\$11	\$11	\$11	⊗ 8\$	\$11		\$11	\$12	⊗ 6\$	8		E.	ŧ	
		Product	Widget A	Widget A	widget A Widget A	Widget A	Widget A	Widget A	Widget A	Widget A	Widget A	Widget A	Widget A	Widget A		Xexxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx		
	ole for Buyer	Share Demographic Data With Others?	ON	ON .	S ON	ON	ON	YES	ON	YES	ON	ON	NO	ON		\$XX\$X\$X\$XXXXXXXXXXXXXXXXXXXXXXXXXXXXXX		ä
	Offers Available for Buyer	Seller-Originated Advertising?	ON	YES	S ON	YES	ON	YES	NO NO	YES	ON.	NO	YES	YES				
Memory (MA)	-	Sell Email Address?	ON	YES	3 ON	NO	YES	YES	ON.	YES	OZ	ON N	YES	YES		9X9X4X4X4X4X4XXXXXXXXXXXXXXXXXXXXXXXXX		
Wenth Menth		Offer	Offer 01	Offer 02	Offer 04	Offer 05	Offer 06	Offer 07	Offer 08	Offer 09	Offer 10	Offer 11	Offer 12	Offer 13		XVX GXGXGXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	,	
															-			•

Figure '

	Price per	\$10 \$11 \$11 \$11 \$12		
	Product	Widget A Widget A Widget A Widget A Widget A		
le for Buyer	Share Demographic Data With Others?	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0		
Offers Available for Buyer	Seller-Originated Advertising?	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0		
	Sell Email Address?	00000		
Ment Ment Ment N	Offer	Offer 01 Offer 04 Offer 08 Offer 10 Offer 11		
With the state of			·	· · ·